

2026 Quarter 1

PERFORMANCE REVIEW



MASTER PLAN ALIGNMENT

Master Plan Goals:

1. Expand equitable access to recreation & cultural opportunities
2. Support health, wellness, and active lifestyles
3. Strengthen community through events and shared spaces
4. Enhance stewardship of parks, fields, and facilities

This Q1 report shows how performance data aligns with these strategic pillars.

EXECUTIVE SUMMARY

- Participation rebounded strongly in 2026 after steady 2024–25 levels.
- Aquatics & Swim Programs are key growth engines.
- Community Center rentals remain core cultural hubs.
- Field reservations rebounded sharply in 2026.
- Picnic rentals are stable but trending slightly down.

REGISTRATION



AQUATICS

- 2025: 4,015
- 2026: 6,027 (↑ 50% from 2025)
- Aquatics is the biggest driver of 2026 growth



CAMPS

- Participants: 1,480
- Growth from Previous Year: -16%
- Demand spiked in 2025, normalized in 2026



PERFORMING ARTS & KIDDIE KOLLEGE

- Performing Arts: 2024: 277 → 2026: 341 (↑ 23%)
- Growth from 2024 to 2026: +23%



HEALTH & FITNESS / SPECIAL INTEREST / SPORTS

- Health & Fitness: 149 → 248 (↑ 66%)
- Special Interest: 24 (2025) → 42 (2026, new growth area)
- Sports: 44 (2025) → 168 (2026, ↑ 282%)



KEY TAKEAWAYS

- Major rebound in 2026 (especially Aquatics + Sports).
- Camps stabilized after strong 2025.
- Performing Arts & Kiddie Kollege showing consistent growth.
- Newer areas (Special Interest, Sports) gaining traction.

AQUATICS DROP-IN



REC SWIM (LARGEST DRIVER)

- 2025: 2,883 (↑ 7%)
- 2026: 10,363 (↑ 260%)



LAP SWIM & ADULT PROGRAMS

- Lap Swim Drop-In: 148 → 235 → 305 (+106% over 3 years)
- Adult Rec Swim: 51 → 84 → 101 (↑ 98%)
- Aqua Aerobics/Exercise: 80 total in 2024 → 172 in 2026 (↑ 115%)



OTHER CATEGORIES

- MEMO Drop-In: New in 2026 (124)



KEY TAKEAWAYS

- Explosive 2026 growth → mostly from Rec Swim but supported by Lap Swim & Aqua programs.
- Strong adult engagement in fitness & swim programs.
- Opportunity: Sustain momentum by expanding capacity, staff, and marketing for 2026–27.



PICNIC RESERVATIONS



OVERALL TOTALS

- 2024: 519 reservations
- 2025: 520 (flat, +0%)
- 2026: 478 (↓ 8%)



TOP RESERVED SITES (2026)

- Marina Park Areas – consistently among the highest (Area 1–16 combined = 177)



TRENDS

- Flat usage 2024 → 2025
- Slight dip in 2026 (possible weather, shifting to fields/indoor rentals)
- Demand spread across many sites vs. concentrated in only a few.



KEY TAKEAWAYS

- Picnic reservations stable but declining in 2026
- Marina Park remains the anchor site
- Opportunity: targeted promotion of under-used sites (e.g., Halcyon, Floresta, Toyon)



FIELD RESERVATIONS



OVERALL TOTALS

- 2024: 303 hrs
- 2025: 193 hrs (↓ 36%)
- 2026: 418 hrs (↑ 116% from 2025)



BREAKDOWN BY MAJOR FIELDS

- San Leandro Ball Park: 133 hrs.
- Stenzel Fields: 136 hrs
- WMP Fields: 80 hrs.
- Thrasher Park: 69 hrs.



TRENDS

- 2025 decline reflects reduced demand or possible maintenance downtime.
- 2026 recovery driven by Stenzel & WMP Fields.
- Ball Park use is declining while neighborhood fields are rising.



KEY TAKEAWAYS

- Healthy rebound in 2026 (+225 hrs vs 2025).
- Opportunity: Market Ball Park availability, expand partnerships with youth leagues, and monitor field conditions.



COMMUNITY CENTER RENTALS



OVERALL TOTALS

- 2024: 1,230 hrs.
- 2025: 1,571.5 hrs. (↑ 28%)
- 2026: 1,423.25 hrs. (↓ 9% from 2025)



MARINA COMMUNITY CENTER HIGHLIGHTS

- Multipurpose Room A/B/C: 810 (2025) → 214 (2026)
- Titan Auditorium: 267 (2025) → 272 (2026)
- Patio Room: 106 (2025) → 128 (2026).



SENIOR COMMUNITY CENTER HIGHLIGHTS

- Multipurpose Rooms: 181 (2025) → 417 (2026)
- Main Hall: 132 (2025) → 302 (2026)



KEY TAKEAWAYS

- Community Centers remain a core community resource, totaling 4,225 rental hours in 3 years.
- MCC shows more fluctuation, SCC shows steady growth.
- Opportunity: Promote small/medium meeting rooms, tiered pricing, and balance demand across facilities.



THANK YOU

